

AUTOMOTIVE

With 780,000 Australians 14+ saying that Catalogues are the Media Most Useful when 'Purchasing a New Car', it's no doubt the Automotive sector are leveraging print to impact consumer's purchasing decisions.

TOP FACTS

Why is the liquor sector investing in letterbox marketing?

74%

of new car buyers have read a Catalogue in the last four weeks

64%

of new car buyers have read Unaddressed Mail in the last seven days

62%

of new car buyers have read a Catalogue in the last seven days

**780,000
Australians**

14+ said that Catalogues are the Media Most Useful when 'Purchasing a New Car'



2ND

Catalogue are the second Media Most Useful when 'Purchasing car/auto parts and accessories'

93%

of Australians who intend to buy a Ford in the next twelve months have read a Catalogue in the last four weeks.

79%

of Australians who intend to buy a Toyota in the next twelve months have read a Catalogue in the last seven days

67%

of Australians who intend to buy a Mazda in the next twelve months have read Unaddressed Mail in the last seven days

Source: Roy Morgan Research, 2018



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